BuzzBoard

AI-Driven Hyper-Personalization for Sales

A how-to guide for overthrowing the tyranny of templates

Templates

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Introduction

Your Key to Hyper-Personalized Sales Conversations

Day-in and day-out, sales reps struggle with nurturing, qualifying and converting leads, achieving sales-marketing coordination and building trust with prospects. All this and more because sales processes often get complex, tedious, and lack much-needed technological intervention that has immense ability to simplify tasks.

Indeed, we have entered the era where digitizing everything is becoming a reality. Artificial Intelligence (AI) and Machine Learning (ML) are capturing a wealth of data to facilitate improved analysis and deliver granular-level information that remained unimagined so far.

Templates

The Concept of *No Templates*

The *No Templates* movement is based on the idea that in the age of hyper-personalization and AI, we should not be relying on pre-made templates to create content for any customer engagement. Instead, we should be leveraging the power of generative AI to create unique and personalized content that is tailored to the specific needs and preferences of our audience.

The concept of *No Templates* has been around for a while, and there have been individuals and organizations that have advocated for this approach in various domains, for instance, in graphic design and software development, to name two. However, the application of *No Templates* as a holistic approach to personalization is growing wings only now, aided largely by the use of generative AI for content creation across multiple media types. By emphasizing the importance of hyper-personalized and unique content experiences, BuzzBoard's approach to *No Templates* in buyer-seller communications seeks to move away from the one-size-fits-none template approach that has become common in many industries, and embrace the power of AI and machine learning to deliver customized sales conversations at scale.

No Templates Made Possible with Generative AI

BuzzBoard uses generative AI layered on top of our existing proprietary data of unique value to enable hyper-personalization of sales content across multiple media types.

We firmly believe that hyper-personalized content is the future of sales and marketing and that the one-size-fits-none template approach is dead. However, all past attempts at personalizing buyer-seller communication have seen only modest success. Sales reps and marketers have struggled with templates and personalization tokens to make conversations truly relevant and personal, without feeling too intrusive. While there is an increasing deluge of data available to support personalization, the efforts necessary to turn raw data into sales wisdom has been time-consuming and costly, oftentimes with little to show for it.

The traditional approach to content creation for customer interaction involves using templates or pre-existing frameworks to guide the writing process. This made sense. Until now. While this approach can be efficient and time-saving, it often results in generic, formulaic content that fails to engage and connect with audiences. And your audience recognizes templated communications more often than you realize.

By analyzing data and using advanced language models, generative AI can create content for business conversations, enhancing context and relevance in all kinds of sales conversations and can further optimize factors, such as tone, style, and branding.

While many run-of-the-mill point solutions exist that use generative AI to power up your content creation, they are basic tools with limited capability to integrate your own proprietary data. These AI tools will fail you unless they are built on the right data stack, with complete, credible, and authoritative data.

Simplifying Reps' Jobs with *No Templates*

80%

Market updates show that more than 80% of customers are more likely to purchase from a company that provides a tailored experience.
Source: Epsilon

Data storytelling is one of the most challenging jobs. Many sales reps struggle with building a compelling narrative out of the available raw data. And with more and more data available, we are increasingly asking sales reps to spend more time researching, analyzing and crafting messages, leaving less time for actual selling.

At BuzzBoard, we understand the pain points of sellers, as we are the only generative AI platform provider that specializes in prospecting data about small and mid-sized businesses.

We **GATHER** raw data as digital signals, efficiently **ANALYZE** that data, **DRAFT** strategy, and **CRAFT** hyper-personalized content, so that a sales rep does not have to play multiple roles—Analyst, Detective, Strategist, Advisor, Storyteller, Thought Leader.

(ANALYZE) - - - (DRAFT) - - - (CRAFT)

Data   Strategy   Hyper-personalized
                                          Content

No Templates is making sales reps' jobs easier!

We're leveraging generative AI, which has brought unprecedented power to produce great content with a personal touch for sales and marketing focused hyper-personalization.

Other than creating content that is tailored to the specific needs and preferences of the audience, reps can contribute toward increasing engagement, building brand loyalty, and driving conversions, gaining time for other aspects of a business.

Every day, we're turning data into wisdom, automating the mundane!

We commit to revolutionize as well as personalize the selling of goods and services, digital or otherwise. We're putting buyer experience at the forefront of the customer journey, for real...backed by our belief in the power of generative AI to drive real results!

Our mission is to empower sales reps and make them feel valued and appreciated as members of their community. That's why we've built a hyper-personalization content machine for B2SMB sellers to open new doors, win more customers, and close bigger deals!
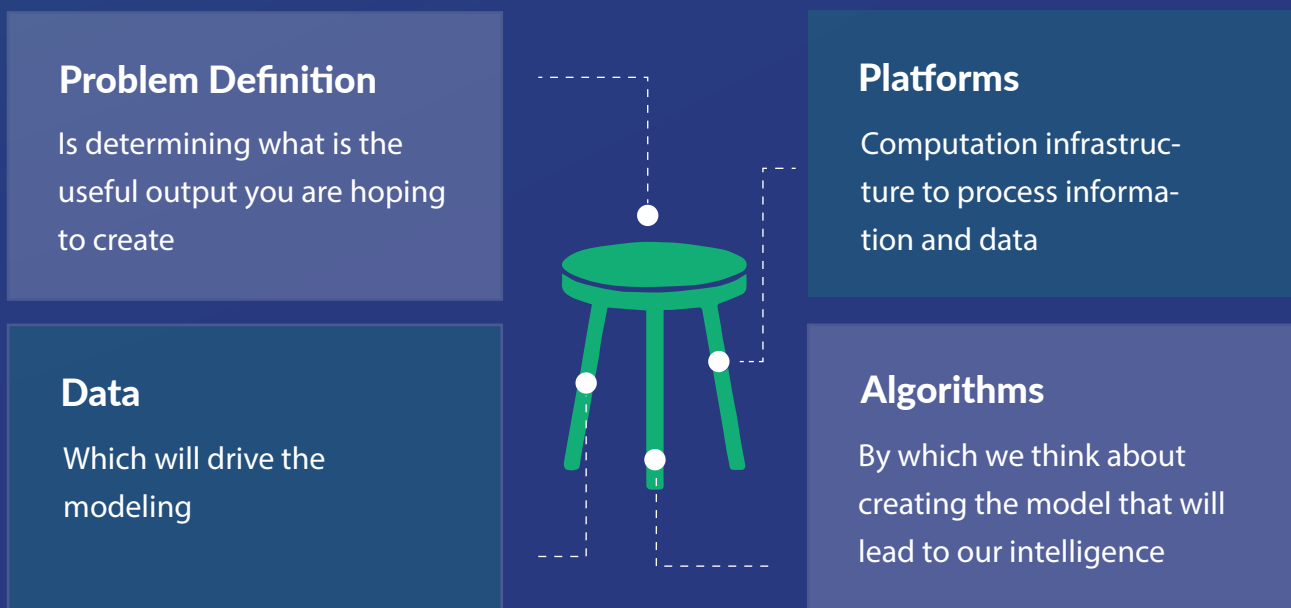
BuzzBoard: The Hyper-Personalization Content Machine for B2SMB Sellers

BuzzBoard actively boosts sales processes with two revolutionizing ideas to help salespeople convert their next-best customers—

1 **Predict best-fit prospects automatically by learning from past deals**

2 **Create hyper-personalized, automated yet human-like content for magical engagements with prospects at scale**

BuzzBoard's three-legged 'AI for Personalized Selling' stool is our competitive advantage!

Problem Definition

Is determining what is the useful output you are hoping to create

Platforms

Computation infrastruc-ture to process informa-tion and data

Data

Which will drive the modeling

Algorithms

By which we think about creating the model that will lead to our intelligence

Source: Stanford University

Data, algorithms and platforms serve as the three legs while the definition of the problem is the seat that brings it all together.

Long ago, we established ourselves as a leading B2SMB platform provider with our account intelligence data products and robust integrations to sales enablement platforms such as Salesforce, Zendesk Sell, Hubspot, and others.

We integrate the AI / LLM model into our platform!

BuzzBoard: The leader in SMB data!

Multiply Your Sales with BuzzBoard

Artificial Intelligence is not only a smarter alternative to the mind-numbing multitasking we ask our sales reps to do. Rather, by reducing the tremendous workload of analysis, drafting, and crafting tricky sales communications out of an ocean of data, *No Templates* is scaling up reps' inherent capabilities.
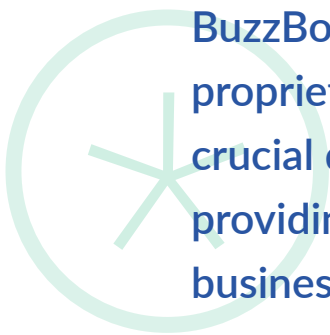
BuzzBoard provides an extension to our extensive proprietary rich SMB data offering, which provides the crucial data leg of your generative AI strategy, by providing thousands of signals on millions of businesses to train your personal generative AI engine.

When you move to *No Templates* with BuzzBoard, you contribute to increasing team and brand productivity levels, and faster growth.

Three core components—that's how we would like to classify our groundbreaking strategy to help you open new accounts and accelerate sales conversations:

1 Netflix-style **PROSPECT PLAYLISTS** are auto-created by the BuzzBoard AI machine based on past deals

2 BuzzBoard AI engine draws on rich dataset to create **HYPER-PERSONALIZED STRATEGY** and content sequences for each prospect in the playlist

3 Your sales reps start the **PERSONALIZED PLAY** for each PROSPECT

Hyper-Personalized Conversations:
A Professional Guide for Sellers

No Templates positively impacts sales conversations at every stage and across all channels.

This step-by-step, professional guide for B2SMB sellers takes you through the empowering journey with BuzzBoard—the drive to stay ahead of the curve by unlocking new possibilities begins here!

Sellers start with creating/identifying a viable prospect list of the best-fit target accounts using our pre-existing SaaS solution that has been used by sales teams across several industry verticals, including digital media and marketing solutions.

BuzzBoard AI engine then draws on its rich proprietary dataset to create a **HYPER-PERSONALIZED STRATEGY** and content sequences for each prospect in the playlist.

- **Get Context for Conversation**
- **Get Recommendations for Stories That Sell**
- **Get Emails That Engage**
- **Build Strong Campaigns**
- **Get Vibrant Visuals**

Get Context for Conversation

Our generative AI solution provides a SWOT analysis based on valuable insights surfaced from our extensive proprietary signal set for more informed, more effective and more confident sales interactions. Using thousands of firmographic, technographic and *digiographic* signals housed in our proprietary data lake, the platform presents a detailed SWOT analysis centered around a specific product or service offering, providing the sales rep with a concise, yet complete, briefing about the prospect. This context setting empowers reps with better prospecting, a vastly improved sense of product-need fit, and a higher strike-rate in their sales conversations.

Thousands of Digiographic Signals ➡ Prospect's SWOT for Business Need Discovery

Let's break it down with an example.

Take Green Summit Dental Group as an example prospect. With BuzzBoard as your digital sales assistant, it will help you understand their business profile and supply you with an in-detail context for content and conversations.

Green Summit Dental Group operates in the field of dentistry with a single location and a small team size. Their digital presence, with a maturity score of 57, is moderately developed, primarily based on their decade-old website, which is mobile-friendly and responsive.

⊘ **Strengths:** The website, featuring Google Analytics and SSL, has a good server response time, no redirects, and prioritizes visible content. Their desktop page speed is also satisfactory. Additionally, the business has a presence on Facebook with a commendable number of followers and check-ins and an impressive overall rating.

⊘ **Weaknesses:** Despite their strong presence on Facebook, their Twitter profile is inactive. They lack presence on YouTube, LinkedIn, Pinterest, and Instagram. Also, they are not optimizing image sizes for their website, which may affect page load times, especially on mobile where the speed score is considerably low. Furthermore, their digital advertising is limited to Google Ads.

⊘ **Opportunities:** Green Summit Dental could significantly benefit from broadening their digital advertising strategy by integrating services like OTT, Digital Video, Programmatic Display and Video, and Email Marketing. Geo-fencing can help them target potential customers in specific locations, while SEM can improve their visibility in search results. Expanding their social media presence to platforms like YouTube, LinkedIn, and Instagram could further enhance their reach and customer engagement.

⊘ **Threats:** Failing to expand and optimize their digital presence could result in missed opportunities and a loss of potential customers to competitors with more robust and comprehensive digital strategies.

Get Recommendations for Stories That Sell

With BuzzBoard as your AI-enabled digital sales assistant, automatically generating tailored stories that resonate with your prospects, you'll engage, connect, and close deals faster than ever before. Our cutting-edge technology equips sales reps with hyper-personalized recommendations that drive meaningful conversations and boost strike rates.

Based on the identified digital deficiencies, Green Summit Dental should consider investing in the following services:

OTT and Digital Video: These platforms can help them reach a wider audience and increase their brand visibility.

SEM: This can help improve their visibility on search engines, potentially driving more traffic to their website.

Optimising their website's image size can enhance their mobile user experience, which is increasingly vital in today's digital landscape.

Programmatic Display and Video: This can automate their ad buying process, allowing them to target their audience more affectively.

Geo-fencing: This could be particularly effective given their single location, allowing them to target prospective clients in the nearby area.

Email Marketing: With a targeted strategy, they can stay connected with their current clients and reach potential ones.

Expansion of social media presence: Engaging with audiences platforms like YouTube, LinkedIn, Instagram can enhance their customer relationships and increase brand awareness.

Now, see how such in-detail recommendations kickstart compelling conversations.

"Your digital maturity score of **57** indicates that you have a solid foundation in place. But there's always room for improvement, right? By incorporating strategies like Search Engine Marketing (SEM) and email marketing, we can work to not only maintain but grow this score. Increasing your visibility and customer engagement. Can we set aside some time to talk about how these strategies might benefit Green Summit Dental?"

AI Generated Emails That Engage

BuzzBoard helps reps warm up leads with customized messages that hit the mark. Tailored content boosts outreach, generates responses, and saves time while personalized interactions drive engagement and conversions, leaving templated emails in the dust.

Here's the first look of how your email teaser could be.

> **Subject: Elevate Your Digital Presence with SEM and Email Marketing**
>
> Hello Dr. Becker,
>
> Your digital maturity score of 57 is a solid start. But what if we could increase it even more? Strategies like Search Engine Marketing (SEM) and Email Marketing can grow your visibility and patient engagement. Can we discuss how to take your digital presence to new heights?
>
> Best,
> Jen

In case you need more than a teaser, a further developed form of the email could be generated.

New Message   — ⤢ ✕

To   Cc Bcc

Subject   Boost Your Digital Presence with SEM and Email Marketing!

Dear Dr. Becker,
Congratulations on achieving a digital maturity score of 57. That's a solid foundation to build upon. To help you increase this score, I'd like to introduce two powerful strategies, Search Engine Marketing(SEM) and Email Marketing.

SEM can help improve your visibility search results, driving more traffic to your website. Email Marketing , on the other hand, allows you to stay connected with your current patients while reaching out to potential ones.

I believe these strategies could significantly enhance Green Summit Dental's digital presence. Let's talk more about how we can work together to reach new heights in your digital journey.
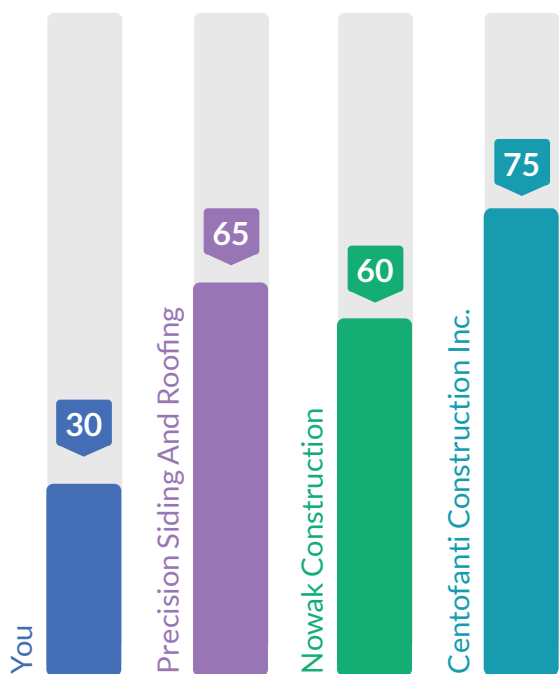
Best, Jen

Send ▾ ✳ A 🖉 🔗 😊 △ 🖼 🖊   ⋮ 🗑

Build Strong Nurture Campaigns

BuzzBoard's proprietary data engine will add variety and relevance to every piece of content you decide to engage your prospects. Build strong campaigns and nurture them using hyper-personalized, rich data-based insights in the form of text snippets, images, emails, reports and SMSs. Keep your prospects engaged and interested until they become ready to sign with you.

Examples of custom reports that you can instantly generate and include in your campaigns

- Digiographic insights of prospect's own business
- Competition Insights
- Industry Benchmarks
- Tech Trends

You — 30
Precision Siding And Roofing — 65
Nowak Construction — 60
Centofanti Construction Inc. — 75

Advertising Score (out of 100)

> " Online ads can generate **$3** in sales for every **$1 spent**
> -Nielsen "

Stay competitive in your local market. Don't miss out on potential customers.
Contact us for a winning online ad strategy!

Examples of AI Generated Snippets for Sales Conversations

Style 1

"Did you know, Green Summit Dental, your strong Facebook presence with over 573 followers and a 4.8 rating is only the tip of the social media iceberg? Let's dive deeper and conquer LinkedIn, Instagram, and YouTube, reaching even more patients and creating broader smiles!"

"Your website has been serving patients well for over a decade! But let's make sure it keeps up with the times. A mobile site speed of 33 seconds? We can supercharge that. Optimise with us, and let's give your patients the speedy, seamless experience they deserve."

"You've mastered Google Ads, but there's a whole new digital stage waiting for you. OTT and Digital Video advertising can put Green Summit Dental in the spotlight, reaching patients even as they stream their favourite shows. Ready for your close-up?"

Style 2

"573 Facebook followers! Imagine the sequel on Instagram, LinkedIn, YouTube. Let's script it together!"

"Decade-old website, 33-second mobile speed. Let's rev it up for brighter patient smiles!"

"You've aced Google Ads. Ready for your OTT and Digital Video debut? Spotlight's waiting!"

Get Vibrant Visuals

Enhance your outreach with efficiency and effectiveness, delivering compelling visual content that resonates with your audience.

Built on BuzzBoard's insights about individual business's digital graphics, competitive comparisons and also business category level benchmarks, create personalized and targeted graphical assets such as snippets, infographics, and videos on-demand.

Graphical Snippet

Messages

"Green Summit, you've aced Google Ads. Now, let's **get your brand noticed in your patient's favourite shows OTT and Digital Video ads.**"

Graphic Suggestion

Depict a television with Green Summit Dental's logo appearing in between popular show clips, signifying their presence in OTT and Digital Video advertising.

Load More

A Sales Rep's Personalized Content Machine

Enhance your outreach with efficiency and effectiveness, delivering compelling visual content that resonates with your audience.

Built on BuzzBoard's insights about individual business's digital graphics, competitive comparisons and also business category level benchmarks, create personalized and targeted graphical assets such as snippets, infographics, and videos on-demand.

Summary
Combining all data to generate an executive summary of why does the specific prospect need the services of the company.

Email and conversational content
High performing, personalized effective emails or a cadence of emails
High performing, personalized content to use on their sales calls for each record, sales script.

Voicemail and SMS campaigns
Cadence of SMS messages
Auto voicemail messages that can be auto-dropped during voicemail hit calls

Long-form content
Generate new personalized playbooks and content that can be sent to customers as part of your nurture campaigns, or to warm your prospects.

Snippets for Social Engagement
Rich, digital dataSignal based insights in form of text, images and video snippets.
Market based insights that users can post on their social media to look like thought leaders.

Conclusion

The need for hyper-personalization in sales and marketing communications is driving the rus to test and adopt generative AI platforms. It is crucial to factor in that generative AI relies on quality data as input — garbage-in, garbage-out — to be able to produce meaningful output. To make the most of generative AI, the underlying models need to be selectively and securely fed with data you may have access to, but which the model doesn't. That means that your successful application of generative AI sales and marketing solution relies on high quality data in your CRM and your sales enablement platform.

Further, writing sophisticated prompts can be complex and inaccessible or out-of-scope for sales reps. BuzzBoard delivers on the intersection point of these two requirements for you to achieve hyper-personalized sales conversations and transform your customer experience.

About BuzzBoard

BuzzBoard provides a generative AI-enabled online platform for sales teams to deliver hyper-personalized customer experiences across different media.

BuzzBoard distinguishes itself from other AI-based content generation platforms by uniquely pairing proprietary signal data about SMBs with generative AI capabilities. Our SaaS-based platform replaces templated sales outreach messages with tailored 1:1 communications to open new doors, win more customers and close bigger deals.